



MARKETING NEWS

• WHAT'S GOING ON IN THE WORLD OF SIGEYE?

Youth Sport by Dakota Smith style *Tweak in Matte Brown* shown off in the February 14th edition of the **SHE KNOWS PARENTING** blog in an article about children and the glasses they want to own and why.



SHEKNOWS PARENTING

KIDS WANT TRENDY GLASSES

Glasses are trendy and there are more style options than ever. We've rounded up some of the most popular brands of eyeglasses for children. Which pair will your child want?



Boys, on the other hand, should look for athletic wraparounds, wayfarer styles and traditional square profiles. **Dakota Smith** is an eyewear brand that is all about "urban cool" shapes for guys only. Their **Y-Sport Tweak Matte Brown Eyeglasses** definitely pack a Generation Y punch.